

**MANSFIELD DOWNTOWN PARTNERSHIP
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING
Mansfield Downtown Partnership Office
23 Royce Circle
October 20, 2014
4:15 PM**

MINUTES

Present: George Jones (Chair), Sally Doyen, Dennis Heffley, June Krisch, Shamim Patwa, Bruce Stave

Staff: Cynthia van Zelm

1. Call to Order

George Jones called the meeting to order at 4:15 pm.

2. Approval of Minutes from April 21, 2014 and May 19, 2014

June Krisch made a motion to approve both the April 21, 2014 minutes and the May 19, 2014 minutes. Bruce Stave seconded the motion. The motion was approved.

3. Update on Storrs Center

Cynthia van Zelm said the stage roof and light pylons for the Town Square have to be rebid toward the end of November as they came in over budget. The Town Square has been used by many and the first Festival was finally held there in September.

Ms. van Zelm said Leyland has finalized plans for the Main Street Homes – for-sale housing in Storrs Center, and will present the plans, and contract documents, to potential residents in November. Leyland hopes to have some signed contracts in November.

Ms. van Zelm said that Phase 2/Wilbur Cross Way is scheduled to be complete in August 2015 with 204 apartments and 34,000 square feet of commercial space.

4. Follow-up on Storrs Center Businesses and other new members

The Committee reviewed the spreadsheet of Storrs Center businesses to ascertain where follow-up is needed to solicit membership by e-mail or phone by Committee members.

The Committee agreed to send membership letters to businesses in the University Plaza and Storrs Commons buildings when the renewal letters go out in January.

Ms. van Zelm also mentioned interest in having the property owners in Storrs Center become members as well. In most downtown organizations, property owners play a significant role in those organizations. The Board of Directors will follow-up.

Ms. van Zelm will look into the Blue Back Square (West Hartford) financing structure for management of Blue Back.

5. Membership Renewal Schedule

The Committee agreed to send a similar one page renewal letter as last year in January. Ms. van Zelm will prepare a draft of a renewal letter and one to new prospective members for the Committee's November meeting.

6. Membership Holiday Event

The Committee agreed that it wanted to pursue including patron members in the Partnership holiday thank you event currently for Board and Committee members. Mr. Jones will talk to Bill Simpson, General Manager of the UConn Co-op, to see if the theater space is available.

7. Adjourn

Dennis Heffley made a motion to adjourn. Mr. Stave seconded the motion. The meeting adjourned at 5:25 pm.

Minutes taken by Cynthia van Zelm.